



CITY OF ATLANTA

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MEMORANDUM

Applicant: Rachel Bomeli
Staff Reviewer: Elizabeth Clappin eaclappin@atlantaga.gov
File number: CA3-25-388
Address: 660 Peachtree Street NE (Fox Theater)
District: Landmark Building/Site
Hearing Date: October 8, 2025

PROPOSAL: Application for a Type III Certificate of Appropriateness (CA3-25-388) for an addition

FACTS:

Context/Location: The subject property covers the entire western block face of Peachtree Street between Ponce de Leon Avenue and Third Street.

Property Characteristics: Moorish Revival

Previous Applications and Known Issues: The Commission has reviewed a number of previous applications for this Landmark Building/Site, most recently in March of 2024.

CONCLUSIONS:

The Applicant proposes enclosure of the existing Arcade Terrace, this would utilize materials that are consistent with the previous work done to create this exterior space, and installation of separate HVAC units on the rooftop.

The following standards from Sec.16-20 apply to this request:

Sec. 16-20.009. - Same; further standards.

- (1) Every reasonable effort shall be made to adapt the property in a manner which requires minimal alteration of the building, structure or site and its environment.

The condition has been met. The proposed addition has minimal impact on the historic structure or circulation.

- (2) The distinguishing original qualities or character of a building, structure or site and its environment shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features should be avoided when possible.

The condition has been met. The proposed enclosure materials for the terrace match the existing materials on this portion of the historic structure. The alterations, to allow ADA accessibility would not undermine the historic character.

- (3) Changes which may have taken place in the course of time are evidence of the history and development of a building, structure or site and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.

The condition has been met. Portions of this part of the structure have been previously altered, the new alterations are consistent and match the existing materiality.

- (4) Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure, object or site shall be kept where possible.

The condition has been met. The use of structurally consistent design features and materials ensures retention of the historic character of the structure.

~~(5) Deteriorated architectural features shall be repaired rather than replaced, wherever possible. In the event replacement is necessary, the new material should reflect the material being replaced in composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of features, substantiated by historical, physical, or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.~~

(6) Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural or cultural material, and such design is compatible with the size, scale, color, material and character of the property, neighborhood or environment.

The condition has been met. Staff finds that the proposed alterations are consistent in terms of massing, design, and materiality.

(7) Wherever possible, new additions or alterations to buildings, structures or sites shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the building, structure or site would be unimpaired.

The condition has been met. The proposed enclosure of a previously altered space could be removed in the future.

~~(8) Considerations on proposed moving of structures, in whole or in part, shall include the effect on the neighborhood from which the move is made. In general, where the structure forms a significant part of a complex of similarly meritorious buildings, preference shall be given to relocation on a site elsewhere in the district. Where the structure does not form part of such a complex, preference shall be given to removal to a location in which the addition will reinforce existing complexes of buildings of significant historic, architectural and/or cultural character.~~

RECOMMENDATION: Approval

NOTE: This recommendation is subject to change based on new information provided between the time the report is written and the Public Hearing. The Urban Design Commission will make the final decision on this matter and can agree or disagree with the findings and recommendations in this report.

Further, this report does not constitute approval or permission to move forward with this work, or any proposed work on the site. Final plans must be stamped by the Office of Design Staff, and building permits must be secured before any work can be started.

Cc: File
Applicant
Neighborhood